

Business Matters

Volume 3, Issue 1

Seminole County Public Library System

January 2007

Business Plans ...

discover the importance of creating a blueprint for your business success



In our last issue, we discussed the ABC's for startups as "Articulate your business concept, Build your team, and Create your business plan." The C, creating your business plan, should be a top priority. *"It's all in my head and I don't have the time to write a business plan"* just does not work anymore. Securing a bank loan or investment capital is a rarity without a business plan.

Successful small businesses owners are keenly aware that a well written plan will allow them to 1) test the feasibility of the business concept, 2) serve as a playbook for execution of strategy, 3) provide a budget for managing expenses of the firm.

As an added benefit, for startups with more than

Blueprint for Success continued on page 2

Checklist for Small Business Startup

Do you have a step-by-step checklist? That's a question we hear frequently at the Library. So, to help you stay organized, we've developed a startup checklist.

Many of our small business seminar attendees have asked for an easier way to keep track of what needs to be done. New business owners want to adhere to basic licensing requirements, but often don't know where to start and what to do next. To help stay on task, take a look at our Small Business Startup Checklist.

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"Just tell me what steps I need to take to set up a business in Seminole County and the State of Florida. What I really need is a basic checklist."

Written for businesses in Seminole County and in the state of Florida, the Small Business Checklist covers the basics for opening and running a business locally. Whether operating as a home-based technology consultant or a caterer, a mortgage broker or a restaurant owner, there may be specific regulations and requirements.

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one owner, the plan is really the only way to ensure all partners share the same vision and are on the same page of the playbook.

Reading a model business plan is a great place to begin. Try locating and reading one or two plans related to, or from within the same industry. You'll notice the blend of words, numbers, and graphics. For most small businesses, the plan should be somewhere between 5 and 25 pages long. Start with a 3-ring binder, five index tabs, and plenty of lined loose leaf paper. Label your index tabs Product/Service, Marketing, Operations, Finance, and Exhibits.

The basic components of a good business plan are as follow:

- Executive Summary
- Company Description
- Ownership and Management
- Operations
- Financial Plan
- Marketing Plan

State clearly *who* your primary customer will be, *what* your goods and/or services are, *where* operations will be based, *how* you will finance operations, *when* certain required tasks are scheduled for execution, and *who* will be performing each task. The ultimate question you need to answer is *how much* and *when* will the business begin generating profits for its owners.

Once completing your plan, begin using it as a management tool. Track your progress of actual versus plan on a monthly basis. Note any variance and take appropriate action that may be deemed necessary. In future issues, we'll dissect each component of the plan in greater detail.

Robert Goetz
Manager, Small Business Development Center
Seminole Community College

You are invited to... Book an Expert!

A bi-monthly gathering of business people, small business owners, entrepreneurs, and startups. Stay current, hear from an expert and network.

Don't miss the first meeting February 15th!

Networking- 6:45 pm, Discussion-7:00-8:00 pm

Topic: Small Business Growth

Featured book: Good to great: why some companies make the leap by James C. Collins

Expert: Robert Goetz, CBA

For more information, call 407.665.1503.

A Joint Venture of the Library & the SBDC at SCC.

Does your small business need to find a *manufacturer, distributor or supplier*? Try looking in...

ThomasNet®

Industrial Search

An online version of Thomas Register®

Search by:

Brand Name

Company Name

Industrial Products

Industrial Services

Looking for packaging for your new pizzeria?



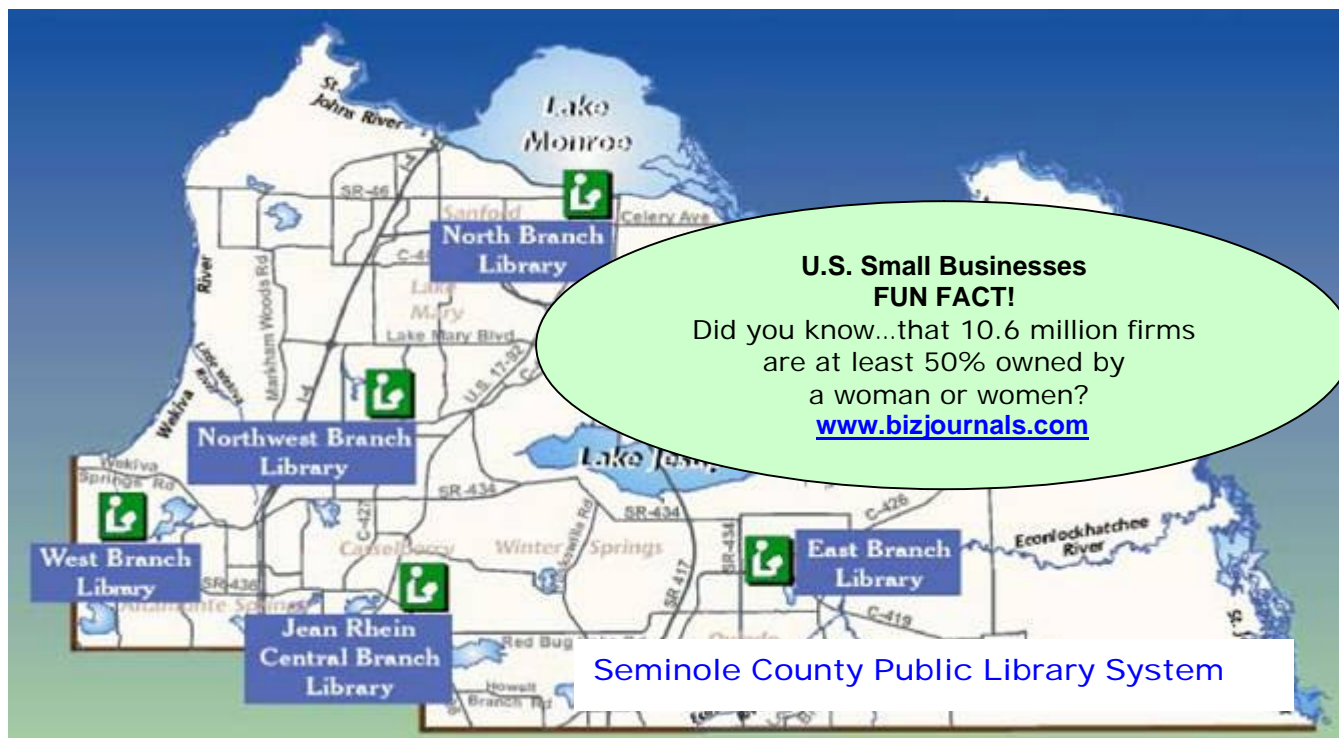
A search for PIZZA BOXES found 30 manufacturers and distributors.

Here's a catalog photo, courtesy of *Southern Champion Tray, LP...Paperboard Packaging Specialists since 1927.*

To search, go to **Business Matters:**

www.seminolecountyfl.gov/library/business

Click on **Business Databases**, scroll down to **ThomasNet® Industrial Search.**



Calendar of Events

[*Register Online](#)

January 11, 2007 6:30 pm - 8:30 pm
Business Startup 101*
East Branch - Oviedo

January 25, 2007 6:30 pm - 8:30 pm
Business Plans 101*
East Branch - Oviedo

February 2, 2007 10:00 am - Noon
Business Startup 101*
Northwest Branch - Lake Mary

February 6, 2007 6:30 pm - 8:30 pm
Business Startup 101*
Central Branch - Casselberry

February 9, 2007 10:00 am - Noon
Business Plans 101*
Northwest Branch - Lake Mary

February 15, 2007 7:00 pm - 8:00 pm
Book an Expert (no registration required)
Central Branch - Casselberry

February 16, 2007 10:00 am - Noon
Business Startup 101*
Central Branch - Casselberry

February 20, 2007 6:30 pm - 8:30 pm
Business Plans 101*
Central Branch - Casselberry

March 2, 2007 10:00 am - Noon
Business Plans 101*
Central Branch - Casselberry

Startup Checklist continued from page 1

The checklist, found through our business web portal Business Matters, takes the small business owner through each step of the startup phase. The checklist acts as a guide and also provides hot links to detailed information on each topic. Take a look at the step-by-step process on:

Business Matters

<http://www.seminolecountyfl.gov/library/business>

Click on Small Business Startup, Checklist.

Seminole County Public Library System

Monday - Thursday, 9:00 am - 9:00 pm

Friday - Saturday, 9:00 am - 5:00 pm

Sunday, 1:00 - 5:00 pm

CONTACT INFORMATION

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